

**WHAT IS CLAIMED:**

1. A method of determining the performance of an advertisement comprising:  
collecting a plurality of input data points;  
collecting a plurality of outcome data points; and  
5 calculating one or more performance scores based upon the input and output data points.
2. The method according to claim 1, wherein the input data points include one or more of advertisement description data points, creative description data points, and user description data points, and wherein the outcome data points include one or more of objective  
10 data points, subjective data points, and user experience data points.
3. The method of claim 1, wherein the one or more performance scores are accessible to an Evaluator through a computer-based application.
4. The method of claim 1, wherein the data points are accessible to an Evaluator through a computer-based application.
- 15 5. The method of claim 2, wherein the performance scores include a composite performance score.
6. The method of claim 2, wherein the performance scores include a user experience score.
7. The method of claim 2, wherein the performance scores include a subjective  
20 performance score.
8. The method of claim 2, wherein the performance scores includes an objective performance score.
9. The method of claim 1 further comprising:



displaying a survey concerning the advertisement to one or more users;  
collecting the results of the survey; and  
calculating at least one of the performance scores based on the survey results.

10. The method of claim 9, wherein the survey is presented to the one or more users  
5 as a pop-up window.

11. The method of claim 9, wherein the survey is accessed by the user via a link  
associated with the advertisement.

12. The method of claim 9, wherein the survey solicits text comments.

13. The method of claim 12, wherein the text comments are viewable by an  
10 Evaluator.

14. The method of claim 9, wherein a user experience score is calculated using the  
survey.

15. The method of claim 9, further comprising:  
analyzing the text comments to identify key words;  
15 assigning numeric values to the identified key words; and  
calculating the subjective performance score based at least in part on the  
numeric values.

16. The method of claim 9, wherein the text comments are viewable by an Evaluator.

17. The method of claim 2, wherein user description data points are determined from  
20 cookies.

18. The method of claim 2, wherein the ad description data points are downloadable  
from one or more external data collection databases.



19. The method of claim 2, wherein the creative description data points are downloadable from one or more external data collection databases.

20. A computer application for evaluating an advertisement, the application comprising:

5 objective data collecting means for collecting a plurality of objective data points regarding the advertisement;

subjective data collecting means for collecting a plurality of subjective data points regarding the advertisement;

10 user experience data collecting means for collecting a plurality of user experience data points regarding the experience of one or more user that have viewed the advertisement;

advertisement description data collecting means for collecting a plurality of advertisement description data points regarding characteristics of the advertisement;

15 creative description data collecting means for collecting a plurality of creative description data points regarding the content of the advertisement;

user description data collecting means for collecting a plurality of user description data points regarding characteristics of one of more users; and

calculating means for calculating one or more performance scores from the plurality of data points.

20 21. The computer application of claim 20, further comprising a means to present one or more performance scores to an Evaluator.

22. The computer application of claim 20, further comprising means to present the data points to an Evaluator.



23. The computer application of claim 20, wherein one of the performance scores is a composite performance score.

24. The computer application of claim 20, wherein one of the performance scores is a user experience score.

5 25. The computer application of claim 20, wherein one of the performance scores is a subjective performance score.

26. The computer application of claim 20, wherein one of the performance scores is an objective performance score.

10 27. The computer application of claim 20, further comprising means to download data from external collection databases.

28. The computer application of claim 20, further comprising:  
means for displaying a survey concerning the advertisement to one or more users;

15 means for collecting the results of the survey; and  
means for calculating one or more performance score based on the survey results.

29. The computer application of claim 28, wherein the survey is displayed to the one or more users as a pop-up window.

20 30. The computer application of claim 28, wherein the survey is accessed by the user via a link associated with the advertisement.

31. The computer application of claim 28, wherein the survey solicits text comments.

32. The computer application of claim 31, wherein the text comments are viewable by an Evaluator.



33. The computer application of claim 32 further comprising:

analyzing means for analyzing the text comments to identify key words;  
assigning means for assigning numeric values to the analyzed words; and  
calculating the subjective performance score based at least in part on the

5 numeric values.

34. The computer application of claim 20, further comprising cookie inspection  
means for determining user description data points from cookies.

35. The computer application of claim 27, wherein the ad description data points are  
downloaded from the one or more external data collection databases.

10 36. The computer application of claim 27, wherein the creative description data points  
are downloaded from the one or more external data collection databases.